

**UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON
AT TACOMA**

WILLIAM T. WHITMAN, individually and on
behalf of all others similarly situated,

Plaintiff,

v.

STATE FARM LIFE INSURANCE COMPANY,
an Illinois corporation

Defendant.

No. 3:19-cv-06025-BJR

DECLARATION OF REBECCA KIRK FAIR

1 I, Rebecca Kirk Fair, have personal knowledge of the information below and declare as follows:

2 1. I am over the age of 18. I am competent to testify. I make this Declaration based
3 upon personal knowledge.

4 2. I am a Managing Principal at Analysis Group, Inc., a consulting firm headquartered
5 in Boston, Massachusetts. My experience includes assessing consumer behavior, perception, and
6 understanding both through qualitative and empirical work, including statistical analyses and
7 consumer surveys. I have served as an expert witness and supported experts in matters involving
8 economic analyses, data analytics, valuation, and the design, implementation, and evaluation of
9 primary research.

10 3. Attached as **Exhibit A** is a true and correct copy of the March 29, 2021 report and
11 attachments that I prepared for the purposes of offering opinions in this matter. My report and its
12 attachments contain the bases for my opinions as well as my qualifications. The statements in the
13 report are true and correct to the best of my knowledge.

14 I declare under the penalty of perjury under the laws of the United States of America that
15 the foregoing is true and correct.

16 Executed this 29th of March, 2021 in Boston, MA.

17 
18 Rebecca Kirk Fair